

- Use words that evoke strong feelings, rather than facts and evidence, to persuade.

Appeals to
Pity, Fear,
or Vanity

- Uses words with strongly positive or negative connotations to stir people's emotions.

Loaded
Language

- Taps into people's values or moral standards

Ethical
Appeal

Rhetorical Devices

Ways of writing or speaking to emphasize the main ideas.

- Uses the same word or words more than once for emphasis.

Repetition

- Makes a comparison between two subjects that are alike in some ways.

Analogy

- Uses similar grammatical constructions to express ideas that are related or equal in importance. Often creates a rhythm.

Parallelism

- The positions of an issue that do not agree with the one you have chosen.

Opposing Views